Guidelines for Use of Generative AI

Gray's commitment to innovation, including the responsible use of AI tools, is governed by our need to maintain the public's trust. Earning consumer confidence is our north star.

Gray recognizes and values the significant potential for generative AI and other emerging technologies to be powerful tools in the editorial, creative, and business processes. It can also complement our standard editorial practices in non-generative capacities to reformulate content appropriate to the platform on which it is viewed. However, AI-generated content can distort and misrepresent information, lack context, and create convincing but false statements. Because AI content relies on piecing together information from various sites, it can also produce content that infringes on intellectual property rights and can create security risks. Therefore, it is essential that we ensure AI is used responsibly and helpfully, consistent with standards applied to our core business of impactful and trustworthy journalism. AI is not a replacement for independent, factual, accurate, and ethical reporting – but it can be a powerful tool.

Informing this policy are two core tenets:

- We will prioritize the wellbeing of our viewers, employees, and communities over the benefits of AI use; and
- All Gray-originated news content is to be created by humans. Where generative AI can enhance our abilities to serve the public, Gray will prioritize transparency to our audiences.

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ALL AI vendors must be vetted and approved by a member of the Gray Legal Team and the Gray Technology Team. This includes services such as transcription, commercial scriptwriting, graphics/image development, and any use of AI-generated content. General Managers, department heads and all other employees are expected to regularly review Gray's approved vendors & use case documents. If you have questions about whether a vendor is approved, please reach out to aipolicy@graymedia.com.

Employees who use an AI tool will be responsible for its appropriate and ethical use. Employees will be wholly responsible for work product, even if AI-assisted. Gray will make training available regarding existing risks with AI-tools. Any employee approved to use AI must have completed the training. Unless explicitly approved by the AI Policy Team, users of AI tools are prohibited from sharing confidential or sensitive information with generative AI tools, including but not limited to employee identifying information, passwords, or other proprietary information. Employees who are appropriately trained to use an approved AI tool must protect their login credentials. When available, multi-factor authentication should be used for AI tools.

AI tools will be evaluated regularly for fairness and bias. Unless explicitly authorized by the AI Policy Team, only AI tools that give employees the ability to override AI will be approved for use. Human oversight must always be present with the use of any AI technology. AI vendors will be continuously evaluated to ensure they continue to align with our values and meet the needs of our business.

Gray will review this policy on an ongoing basis to ensure that it remains relevant and effective. Employees are encouraged to provide feedback on this policy and suggest any changes or improvements.